



## Brand Standards and Graphic Identity Manual





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### Introduction – Branding 101

**B**rand guidelines are, in essence, a company's Owner Manual on how to properly use and care for the brand. Brand integrity can be fragile and easily spin out of control or even "break" if guidelines are not adhered to.

That's because corporate identity is more than just a logo. It is the highly visual face of the products and people that make up The Genie Company. Images & descriptions contained herein represent the collective identity that creates the public recognition of the company itself, its products and services, & the team members who drive them. They not only distinguish Genie from obvious competitors but convey messages & perceptions to external & internal audiences alike.

In biological terms, the brand guidelines contain the DNA that makes the brand unique in a world of countless products and choices from which consumers have to choose from.

The Genie Brand Standards Guide is to be referenced by anyone who touches the brand, internally or externally, and is a living, breathing document that will be revised & reissued whenever deemed necessary. Through consistent use, Genie products, dealers, wholesalers, and associates will be seen as part of the greater whole which is Genie, one of America's most recognized brands across all product categories.

For further clarification or additional information as needed, contact the Genie marketing department:

[geniemarketing@geniecompany.com](mailto:geniemarketing@geniecompany.com)



### **Our Cause**

Produce high-quality, dependable garage door openers and accessories for residential and commercial applications that can be relied upon to keep people and their possessions safe and secure while providing the ultimate in convenience and value.

Genie's customer support of homeowners, dealers, and retailers is the industry best, and is one of the main reasons why Genie is so well recognized in all markets and channels.

### **Our Brand Position**

For discriminating homeowners, The Genie Company, one of America's most recognized brands, continues to provide smart, dependable, and innovative garage door openers and accessories with reliable professional service since 1954.

### **Our personality**

- Honest
- Friendly
- Knowledgeable
- Innovative
- Accommodating

It is critical to keep the brand positioning in mind when developing communication materials for tone, verbiage and visuals.



All use of Genie-owned trademarks by authorized dealers and wholesalers is governed by this Genie Brand Standards Manual. Only those recognized by Genie as authorized Genie sellers are permitted to use the Genie Company trademarks and content herein.

### Correct usage:

1. When referring to The Genie Company products, use "Genie" as an adjective describing the brand of product.

"Genie® Model 4064"

2. When referring to the whole company, including its other brands, use The Genie Company or Genie, as appropriate.

"The Genie Company announced today..."

*(no ® required if using as a reference to the company itself)*

### Incorrect usage:

- The Genie
- Genie man
- Genie Company  
*(except as suffix in email address: @geniecompany.com)*

Further Correct-Usage Examples:

***The next generation of Genie® garage door openers offers more power, features and reliability.***

***In 1958, Genie engineers brought about the innovation of the first direct drive screw opener.***

***The Genie Company is a market leader in design, safety and reliable service.***

Note: In general, it is appropriate to only use the registered mark ® or trademark ™ in the title and first mention of it in the sell sheet, article, press release, etc. It is not necessary to add these marks repeatedly in every instance that the brand name appears in the same document.



## Logo: Elements

The Genie Company 'race track' logo is the most visible and recognizable element of The Genie Company identity. It is specially designed and should always be the dominant element of the identity. It is improper to use The Genie Company logo in any manner that has not been approved.

The elements of the Genie registered trademark are an outside "metallic" gradient enclosing a red background gradient, the white logotype with a black drop shadow and a "Genie" logo over the "N". A black drop shadow gradient for the entire trademark is optional.

The registered ® symbol, positioned to the right of the 'E' must always be visible when using The Genie Company Logo.

### Registered Mark

### Genie Man inset over the 'N'

### Red background gradient

### White word type with black drop shadow

### Metallic gradient outer stroke

### Black drop shadow (Optional)

Use of drop shadow is optional, typically used in situations to help highlight the logo, set it off from a background and/or create a sense of depth.



## Logo: Clearspace



The Genie Company logo should never compete visually with other foreground graphical elements or text. Minimum clearspace has been established (X).

Clearspace (X) is equal to the height of the center bar of the "E" in the Genie logo. Never use less than the minimum clearspace around the logo. Clearspace is relative to the size of The Genie Company logo.





## Logo: Color Versions

The seven approved color applications of the Genie trademark are indicated with their color specifications.

### TRADITIONAL LOGO



4-color

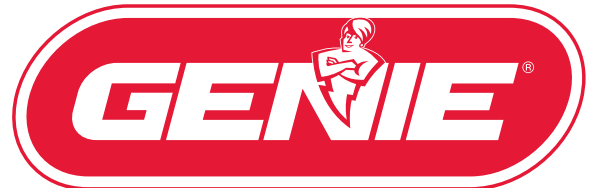
c00 / m100 / y75 / k04

### LOGO VARIATIONS



3-color / flat

red - pms 186c / "Genie" fill & border - pms 421 / black



1-color Red

red - pms 186c



1-color Black

pms or process black



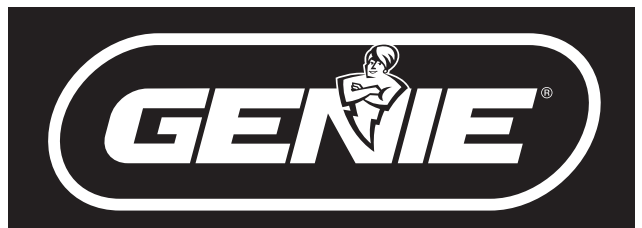
3-color / flat (Powerhead labels)

red - pms 186c / "Genie" fill - pms 421 / black border - black



1-color positive

pms or process black



1-color reverse

white / black background does not print





### Genie Logo “Do Nots” & Examples

1. Do not use any other colors for the Genie® logo.
2. Do not distort it vertically or horizontally.
3. Do not put it on a background other than approved versions.
4. Do not display logo without ‘race track’ shape element.
5. Do not orient in any way other than horizontal

#### 1. Unacceptable Colors

---



#### 2. Unacceptable Distortion

---



#### 3. Unacceptable Patterns / Backgrounds

---



#### 4. Missing “Race track” element

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#### 5. Unacceptable Orientation

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## Logo: Minimum Size

The Genie® logo should be large enough to ensure it is legible, even at reduced sizes. This is ensured by establishing a minimum size which refers to the width of the logo. There is a print (printed materials) and pixel (on screen) minimum size requirement.

### Minimum Sizes

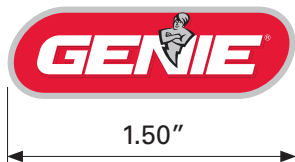
#### Print



#### Digital



For embroidered clothing and other imprinted wearables, maintain minimum sizing of 1.50" (dependent on vendor capability)



Embroidered color recommendations:

4-color / flat

"Genie" fill & border - pms 421

"Genie" type - pms white

"Genie" type shadow - pms black

background red fill - pms 186c

If it is necessary to use the Genie logo smaller than 1.00" where there is not enough space, such as on a small pen or for tightly stitched embroidery where the Genie mascot will be distorted, the following marks are acceptable.



Note: These are the only few rare instances where the Genie mascot is not in the "N" or race track is not used.

## Logo: Tag lines

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There are five approved tag lines for use with the Genie trademark: one for general advertising, one for the Genie professional and commercial product lines (literature, packaging, etc.) one for factory authorized dealers and one for authorized wholesalers. These tag lines are to follow the proportions, specifications and placement between ruled lines indicated here.

### advertising tag line

copperplate bold  
112% character width  
tight character spacing



**THE BRAND YOU TRUST**

### professional product tag line

copperplate bold  
100% character width  
open character spacing



**PROFESSIONAL LINE**

### commercial product tag line

copperplate bold  
100% character width  
open character spacing



**COMMERCIAL LINE**

### garage door openers tag line

copperplate bold  
100% character width  
tight character spacing



**GARAGE DOOR OPENERS**



## Logo: Approved Versions

**4 COLOR / 3 COLOR  
/ 1 COLOR  
with no taglines**



**BLACK AND WHITE  
with no taglines**



**FULL COLOR  
with taglines**



THE BRAND YOU TRUST



PROFESSIONAL LINE



COMMERCIAL LINE



GARAGE DOOR OPENERS

**BLACK AND WHITE  
with taglines**



THE BRAND YOU TRUST



PROFESSIONAL LINE



COMMERCIAL LINE



GARAGE DOOR OPENERS

## Logo: The Genie Man

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The Genie® Man is available for limited usage as a stand-alone or design element. He is an integral part of one of America's most recognized brands and should be used with very careful discretion. It is improper to use the Genie Man in any manner that has not been approved.

There are three approved versions and they are indicated below with their application guidelines.

### TRADITIONAL

black outline with  
black gradation fill



### ALTERNATE 1

black outline with  
solid white fill



### ALTERNATE 2

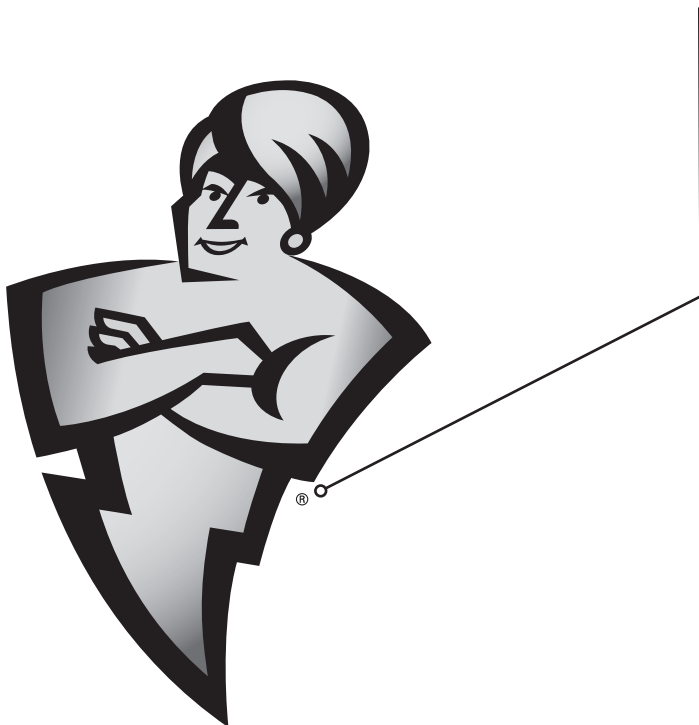
black outline with  
solid PMS 421 fill





## Logo: The Genie Man - Registered Mark

Always display the Genie® Man with registered ® mark under the left elbow.



If displaying the Genie® Man cropped or the area by left elbow is obscured, an alternative placement of registered ® mark is to the right of mascot's left ear.



The Genie® Man should only appear straight up and down, facing to the left.



Never flip or orient the Genie® Man in any other way.





## Logo: The Genie Man - Visibility

If cropping the Genie® Man, ensure the face is not cropped and is always recognizable.



Never obscure the Genie® Man when displaying as a design or background element .

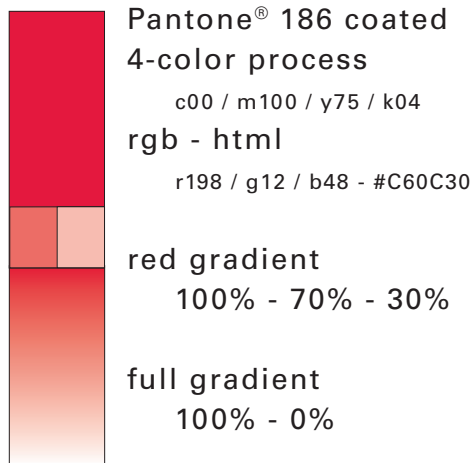




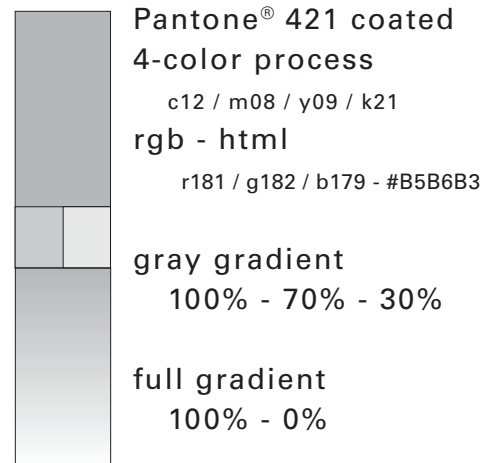


The approved color usage of the Genie corporate red is indicated with its PANTONE® Matching System, 4-color process, rgb and html web applications.

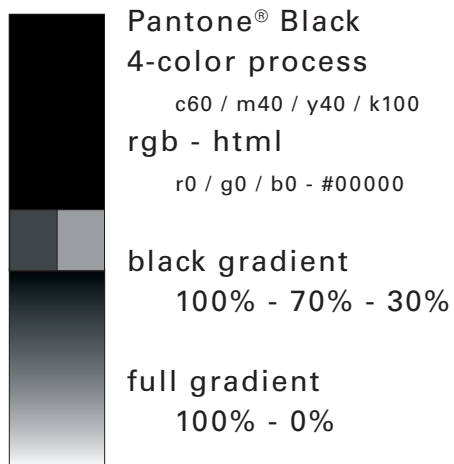
### corporate red



### corporate gray



### corporate black





## Logo: Specialty Versions

The following logos are for use on the Genie website and on other appropriate collateral materials and can be used by channel partners depending if they meet certain purchase requirements set forth in other documents. Anyone wanting to use it should contact the Genie marketing department or their District Sales Manager for more information.

### Dealer Locator Genie Man icons



### Parts & Accessories logo





Platinum Quality Inside (quality & service initiative)



Genie Makes It Easy (installer/ dealer benefits)





Typographic standards for usage in literature, packaging, web site, etc. have been developed to enhance visual consistency.

Type fonts from three families have been chosen to represent the Genie® brand: Arial Narrow, Universe LT Standard and Eurostile LT Standard.

Arial Narrow is preferred because of its greater availability in business applications. Use it for Word and Excel documents, Power Point presentations and web usage. Follow these guidelines:

**Titles of documents should be Arial Narrow 21, bold**

**Titles of sections should be Arial Narrow 16, bold**

**Subtitles should be Arial Narrow 14, bold**

The main copy of text should be Arial Narrow 12, regular.

Capital letters are only used for the beginning of the sentence, for product & company names. Use standard grammar rules.

Do not underline text to make emphasis. Rather, use color or bold.

Use italic fonts only for quotes.

Keep margins of your documents set on 1" on both left & right sides.



Typography standards for corporate use in literature & web applications have been developed to enhance consistent presentation of the Genie® brand identity.

Two font types have been chosen to represent the Genie® brand in the majority of marketing materials.

Typography usage approved are the Universe LT Standard and Eurostile LT Standard fonts. The particular weights within these authorized font families for use in Genie® non-electronic marketing are shown below.

### **Eurostile LT Standard Bold**

**Eurostile LT Standard Demi**

**Eurostile LT Standard Medium**

Universe LT Standard 47 Condensed & *Oblique*

Universe LT Standard 57 Condensed & *Oblique*

**Universe LT Standard 67 Bold Condensed & *Oblique***

Universe LT Standard 45 Light & *Oblique*

Universe LT Standard 55 Roman & *Oblique*

**Universe LT Standard 65 Bold & *Oblique***

**Universe LT Standard 75 Black & *Oblique***

**Universe LT Standard 85 Extra Black & *Oblique***



It may be necessary to use other type faces for advertisements & other collateral in order draw attention to new call-outs and/or distinguish new artwork from previous display materials.

Other typefaces can include the following:

**Berthold City Medium**

*Berthold City Medium*

**Berthold City Bold**

***Berthold City Bold Oblique***

(Used mostly on current trade-show materials)

TRAJAN PRO

**TRAJAN PRO BOLD**

Typically these typefaces are used in headlines and sub heads.

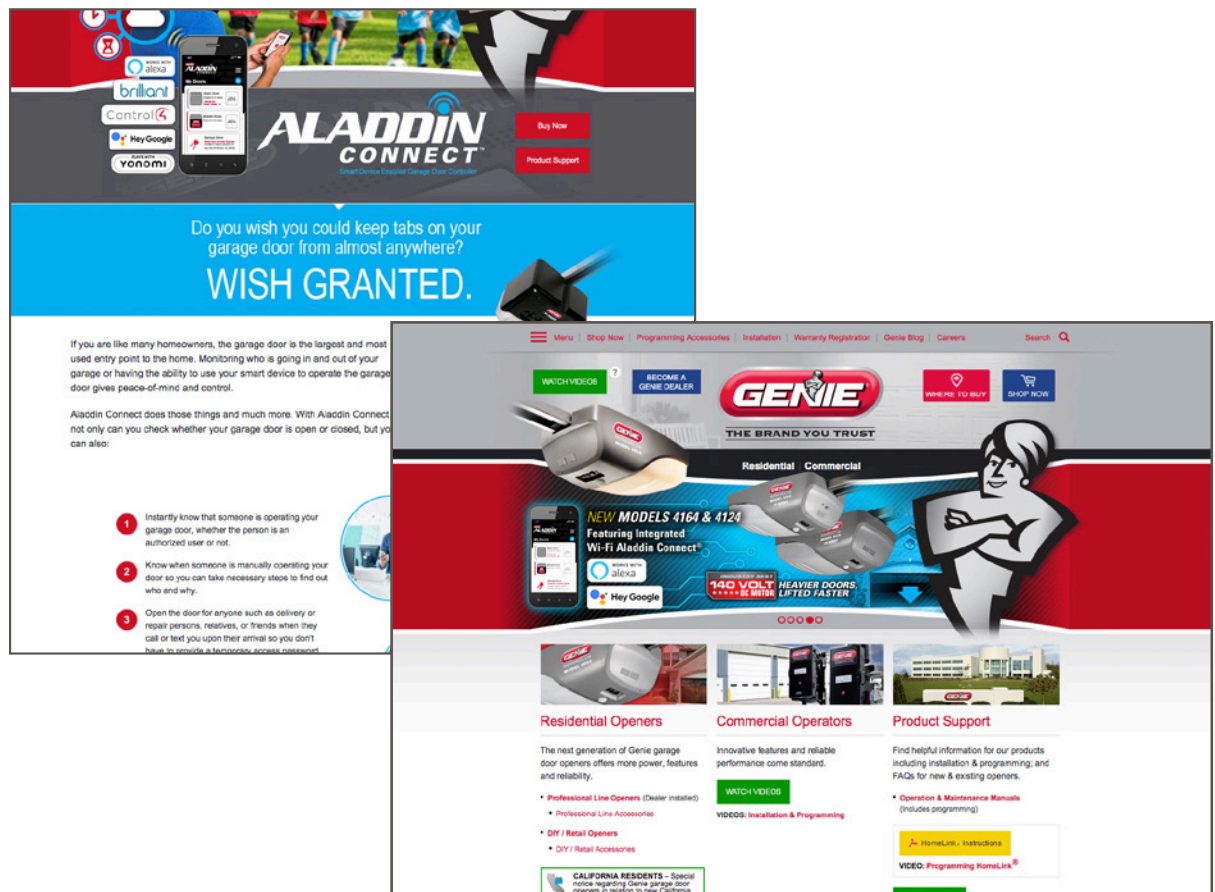
When possible, use Universe LT fonts for any other body copy.

## Typography: Website



For website applications Arial, sans-serif typefaces are preferred for headlines and body copy.

The website address is to be all lowercase as in: [www.geniecompany.com](http://www.geniecompany.com)





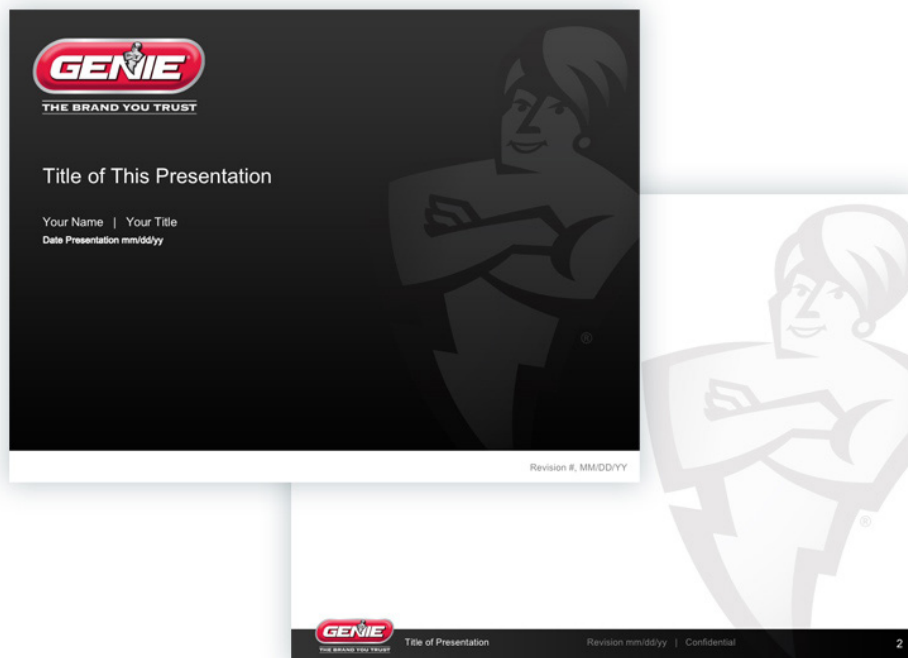
- Because of its greater availability in business applications, Arial is preferred for PowerPoint presentations.
- Capital letters are only used for the beginning of the sentence, for product and company names.
- Do not underline text for emphasis. Rather, use color or bold.
- Use italic fonts only for quotes or special call-outs.

## **Document titles should be Arial 26, bold**

Titles of sections should be Arial 16, bold

**Subtitles should be Arial 14, bold**

The main copy of text should be Arial 12, regular







Below is a listing of the Genie Company associated trademarks and their respective trademark symbol requirements.

### PROFESSIONAL & RETAIL

#### REGISTERED TRADEMARKS

- Aladdin Connect®
- Genie®
- GenieMaster®
- Intellicode®
- Perfect Stop®
- Safe-T-Beam®



- Genie Man

#### TRADEMARKS

- GenieSense™
- Illuminator™
- MachForce™ Connect
- Safe-T-Pulse™

### PROFESSIONAL ONLY

#### REGISTERED TRADEMARKS

- EZ Limit®
- IntelliG®
- MultiVolt®
- ReliaG®
- TensiBelt®

### RETAIL ONLY

#### REGISTERED TRADEMARKS

- ChainLift®
- ChainMax®
- Excelsator®
- PowerLift®
- PowerMax®
- QuietLift®
- SilentMax®
- SilentMax® Connect
- SmartSet®
- StealthDrive®
- StealthLift®



Digital media includes any online activities such as websites, search engine marketing (SEM), social media and online business directories.

- Complete trade name and Genie® logo must be prominent. Any use of Genie® logo and trade name other than as stated in these guidelines is strictly prohibited.
- Those dealers and wholesalers with a website are expected to maintain a Genie brand presence on the home page, which includes at a minimum the official Genie or partner brand logo. (This presence should be equal to or greater than that of any other competitor of the Genie opener & accessory brand.)
- Dealer websites must link to [www.geniecompany.com](http://www.geniecompany.com)
- Only Genie Dealers with a signed Authorized Buyer Agreement on file, may copy or duplicate content from [www.geniecompany.com](http://www.geniecompany.com).
- Your company website must not look the same such as to create an impression that your business is The Genie Company.
- Your company name cannot give the impression that your business is The Genie Company

### **Website linking**

By including a link on your company website to the Genie® corporate website, you will increase your rankings on search engines such as Google, Yahoo, Bing, etc.

As a Genie dealer, we encourage you to link to our website and no special requests are needed to do so.

## Email Signatures



Email signatures are the most visible branding used collectively by employees in all Genie locations & departments. Listed below are examples of how e-signatures should appear to present a consistent look across the company, starting with the name and followed by other relevant information.

Note some information listed may or may not be applicable to your particular location, such as a P.O. Box or fax number. In those cases you do not have to list anything. In general though, using the layout will ensure an easily recognizable pattern for all to follow.

The alternative examples are for those locations/departments that represent more than one brand and need to have other logos represented in their e-signature. Please use the logo tag for your email that best fits your area. Where applicable, check with your manager to be sure the entire department is using the same one.

### Traditional

Joe Smith  
Email Testing Manager

The Genie Company  
One Door Drive, PO Box 67  
Mt. Hope, OH, 44660  
O: (330) 123-4567 | C: (330) 555-1234 | F: (330) 515-1234  
E: [Joe\\_Smith@geniecompany.com](mailto:Joe_Smith@geniecompany.com)

  Delivering innovation  
and industry leading  
platinum quality.

### Alternative 1

Joe Smith  
Email Testing Manager

Overhead Door Corporation  
2501 S. State Highway TX-121 Business Suite 200  
Lewisville, TX 75067  
O: (330) 123-4567 | C: (330) 555-1234 | F: (330) 515-1234  
E: [Joe\\_Smith@overheaddoor.com](mailto:Joe_Smith@overheaddoor.com)

The Genuine. The Original.  


### Alternative 2

Joe Smith  
Email Testing Manager




The Genie Company  
One Door Drive, PO Box 67  
Mt. Hope, OH, 44660  
O: (330) 123-4567 | C: (330) 555-1234 | F: (330) 515-1234  
E: [Joe\\_Smith@geniecompany.com](mailto:Joe_Smith@geniecompany.com)


 The Genuine. The Original.  
  Delivering innovation  
and industry leading  
platinum quality.

### Alternative 3

Joe Smith  
Email Testing Manager

The Genie Company  
One Door Drive, PO Box 67  
Mt. Hope, OH, 44660  
O: (330) 123-4567 | C: (330) 555-1234 | F: (330) 515-1234  
E: [Joe\\_Smith@geniecompany.com](mailto:Joe_Smith@geniecompany.com)

 The Genuine. The Original.  
 Wayne Dalton  
GARAGE DOORS 



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